

**OFFICE OF PUBLIC TRANSPORTATION MANAGEMENT**  
**OFFICE OF PUBLIC INVOLVEMENT**  
**Program Description and Related Tasks**

The Office of Public Involvement (OPI) is responsible for initiating and maintaining a proactive program to disseminate information on transit improvements and receive input from the public. The objective is to involve citizens in the process in a meaningful manner and early in the enough such that community opinion can realistically impact the outcome of a project.

The OPI uses input from community leaders, organizations, existing internal customer feedback, market research and operating data to facilitate the development of sound strategies that address the community's needs.

The public involvement program includes an annual calendar of events developed through a network of community based organizations that support implementing a comprehensive, coordinated and efficient public transit system in Miami-Dade County. At the same time, the OPI staff will identify opportunities for OPTM to participate in community events commensurate with the community diversity. Such events can provide opportunities for OPTM to generate positive publicity for the People's Transportation Plan. Staff will work closely with community leaders and groups and with elected officials in order to evaluate the needs of constituencies and to address these needs proactively and seek access to segments of the community that previously might not have shown an interest in transit issues.

The OPI will conduct or participate in educational activities designed specifically to inform the public of the role which public transit plays in our daily lives and the ways can influence the growth and development of the community and the overall quality of life. The format of each session could be a public forum, workshop, or transit facility tours. These activities can be cooperatively sponsored with community organization to insure that a broad spectrum of the community has access to transit information.

These core topics would be presented to the public with an opportunity for questions and discussion:

- Progress of Implementation of the People's Transportation Plan
- Area-Specific Plans and Improvements
- The Role of Citizens in Transit Planning
- The Role of the Citizens Independent Transportation Trust

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The OPI will publish a quarterly report to reinforce and enhance the public education portion of mission. Reports of project development, legislative issues, and community news would be included in this publication.

An education television show is planned that would be aired on Miami-Dade Television and the local Cable TAP stations. Broadcast segments will cover a range of topics including an update of projects included in the People's Transportation Plan, actions of the Citizens Independent Transportation Trust, special events, and invited guests will be presented.